

We are Now on Top.

Our new story is completed and we can now assure our customers that satisfactory deliveries will be made for the Fall trade.

FIVE STORIES.

(including basement) are now in full swing.

VICTORY BRAND CLOTHES

will strengthen the reputation of your store because you obtain quality—workmanship—value.

WHOLESALE ONLY.

THE WHITE CLOTHING MFG. CO., LTD.

June 6, 1917

J. J. ST. JOHN.

NOW, MR. FISHERMAN AND OTHERS!

are at your service. We carry a large stock of

Pure White Flour, Pork, Beef,

Butter, Molasses (best), Tea, Sugar

and all other Groceries which we can save you a little and guarantee you satisfaction.

50 brls. Good Bright Beef at \$32.00 barrel.
Worth about \$45.00.

J. J. ST. JOHN,

136 and 138 Duckworth Street.



Are the Lines Across this Figure Equally Heavy and Black?

If they appear otherwise your eyesight is defective. This particular defect of vision is called astigmatism, and is the most common form of eye error. Astigmatism, when advanced in development, is one of the most serious of all eye troubles, imposing strain on the entire nervous system. Properly fitted glasses will correct this error, relieve the strain and generally increase your vitality and efficiency.

We have a special instrument for the location and measurement of Astigmatism.

T. J. Duley & Co.,

The Reliable Jewellers and Opticians.

Glass Jars!

Another Shipment of Glass Jars

Edgeworth Tobacco

now in. Keep your pouches filled.

M. A. Duffy.

More Than Cashin

Will Come Back Every Time for

VERBENA FLOUR

31, W. M.

In Stock:

**STOVE PIPE,
STOVE PIPE
ELBOWS,
STOVE PIPE
DAMPERS.**

Wholesale only

The Direct Agencies, Ltd

may 17, 17

From a recent Magazine we have copied the following. We only need to add, Papers to suit all requirements can be had at our Store.

1. Thou shalt heed the call of Plain quiet wall papers and white woodwork wherever such is possible.
2. Thou shalt lighten dark rooms by the use of light-hued, yellow-tinted wall paper, that suggests the blessed sunshine.
3. Thou shalt see that thy walls and thine own personality are not to forward, but modestly retiring.
4. Thou shalt use no large-patterned wall papers against which to hang thy pictures. The one will kill the other.
5. Thou shalt have no centerpiece or cornerpieces upon thy ceiling, but only a very nearly plain expanse of light color.
6. Thou shalt have thy fill of bright tints, and delicate designs for bedrooms and boudoirs, but for drawing-rooms, dining-rooms, libraries and halls, thou shalt be compelled to use less frivolous papers.
7. Thou shalt, when the ceiling is not too high, run the paper of the side wall up to the ceiling, putting the border just below the angle.
8. Thou shalt not panel the walls of a small room, except it be above a mantelpiece, a sideboard or a bookcase, where a bit of tapestry, a mirror or a picture may be held in place by strips of moulding.
9. Thou shalt use attention-compelling cut out borders, or conventionally designed strips for divisions between walls and ceiling.
10. Thou shalt remember at all times that thy wall paper is but a background against which to show thy pictures, thy furniture, and thy friends.

Templeton's

CHEESE!

Just to Hand:
100 Boxes

Choice Cheese.
Lowest Prices.

HARRIS & ELLIOTT, Ltd.

McBride's Cove,
Wholesale Only.

New Goods at Frew's.

Now showing Ladies' New Fall and Winter Coats, Costumes, Raglans, Blouses, HATS etc., etc. Newest Styles, Lowest Prices. SEE THEM TO-DAY.

WILLIAM FREW, Water St.

Clean Hands

For the Mechanic, Blacksmith, Engineer and all others.

Pine Tar Pumice Soap.

The ideal Soap for the workshop, toilet and bath. It is unequalled for removing grease, ink or any other sticky substance that will not yield to ordinary soap.

Being made principally of vegetable oils, and the only Pumice Soap containing oil of tar, the combined features make it beneficial to the skin, healing as well as cleansing.

Price per Cake:

12c.

USED ONCE—USED ALWAYS

S. E. GARLAND,
177-9 WATER STREET.

Newfoundland Postage Stamps.

Used.—WANTED FOR CASH.—Used.

We want to purchase for cash any quantity of Used Postage Stamps of Newfoundland, especially Caribou 1918 now in use, and will pay the following prices:

| | |
|-------------------|---------|
| 1c. value per 100 | 25c. |
| 2c. value per 100 | 35c. |
| 3c. value per 100 | 50c. |
| 4c. value, each | 1c. |
| 5c. value, each | 1 1/2c. |

For higher values we will allow one-third each of the face value and take any number of these at above prices.

Stamps must be in good condition, not torn, damaged or too heavily cancelled.

We will also buy for cash all other values, issues, etc., of Newfoundland Postage Stamps.

Send us all the stamps you have and we will remit promptly on receipt. We also buy West Indian Stamps. Price list free on request. We are the Oldest and the Largest Dealers in Postage Stamps in British North America.

MARKS STAMP CO.,
123 Spadina Avenue,
Toronto, Canada.

11/8, 17, 17

Anthracite

COAL

Just Landed per
S.S. "Adolph,"

600 Tons

Furnace Size.

H. J. STABB & CO.

cod. 17



Dr. A. B. Lehr,
Dentist,
203 Water Street.

This is the Old Reliable Office.
Established 27 years.

PYORRHEA.
Of all the poison taken into the blood, the germs and pus contributed by diseased gums (Pyorrhoea) are the most destructive to the human system. If every red blood cell is forced to fight against numbers of germs to the cell, the blood cannot attend to the building up of the body, and if allowed to continue the system is bound to break down and eventually you are an invalid. Kidney, stomach, heart trouble, rheumatism and many other diseases are brought on by diseased gums and teeth.

Reid-Newfoundland Company

Sunday Excursion!

Ferryland Excursion Train leaving St. John's station at 1.30 p.m.

Kelligrews Excursion Train leaves St. John's Station at 2.30 p.m.

This is the last Sunday Excursion for the season.

Reid-Newfoundland Company.

JUMBO TOBACCO

Peels: Citron, Lemon, Orange.

PURE GOLD

Quick Tapioca Pudding. Assorted Icings. Flavouring Extracts. Chocolate Pudding. Assorted Jellies.

FORT REVIVER

A LIQUEUR TONIC—NON-ALCOHOLIC.

Fort Reviver is composed of the concentrated Fruit Juices and will be found to be a most health giving tonic. It contains wonderful fortifying and reviving powers.

RAISINS | TINNED FRUITS

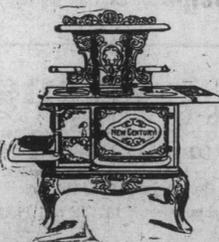
BOWRING Bros., Limited,
GROCERY DEPARTMENT.



No Matter How the Fire is Caused

if you're not insured, you're a loser. Take time to see about your policies. We give you the best companies and reasonable rates.

PERCIE JOHNSON,
Insurance Agent.



The assortment of High Class COOKING STOVES and RANGES

we now have on display in our store, surpasses anything of its kind ever shown here. Over 20 varieties to choose from. Prices right. Illustrated booklet sent on request to any address.

JOHN CLOUSTON,

140-2 Duckworth Street, St. John's.
Phone 406. P. O. Box 1243.

CASHIN WILL COME BACK!

TWELVE PAGES TO-DAY

WEATHER FORECAST.
TORONTO. Noon—Strong wind and gales from W. and N.W. clearing to-night. Wednesday—Strong W. to N.W. winds, fair and cooler.
ROPER & THOMPSON—Bar. 29.50 Ther. 58.

VOLUME XII.

Auction Sales

Postponed Auction!

AUCTION—FLOUR.

AT BECK'S COVE.

To-Morrow, Wednesday

Oct. 8th, at 11 o'clock,

20 brls. Damaged Flour
Several Rolls of Felt.

M. A. BASTOW,

oct. 7, 11 Auctioneer

AUCTION.

Cattle, Sheep & Poultry

Property of T. C. Makinson Esq.

On Thursday, Oct. 9

at 12 o'clock noon,

at the Cattle Market,

CLIFF'S COVE.

15 Head HOLSTEIN CATTLE

(2 Cows with Calves).

5 HOLSTEIN YEARLING

10 CALVES.

1 Crate GEESSE.

1 Crate INDIAN RUN

DUCKS.

50 SHEEP and LAMBS.

Also Motor Boat "Flora" 18 h.p. engine (Fraser), running 4 months. Carries quintals dry fish, accommodation for 6 persons. In pe running order. Would be suitable ferry boat. Can be inspected at Clarke's Beach.

NOTE.—This bunch of has been personally selected Toronto and is the best the adian markets can produce coming with pedigrees and certificates from The Hol Friesian Assoc. of Canada is the first opportunity our farmers have had to rest their yards with pure stock.

R. K. HOLDE

oct. 4, 11 Auctioneer

AUCTION SALE

Freehold Property

Rennie's Mill Road.

On Thursday, Oct.

inst., at 12 o'clock noon

on the premises, that excel situated

Freehold Property

Rennie's Mill Road,

adjoining property of Mr. Winter, at present occupied George Coen. Occupation to May 1st next. Plan of property further particulars upon application to

FRED. J. ROIL &

Auctioneers,

Smallwood Bldg., Duckworth

oct. 5, 11

PUBLIC AUCTION

Dwelling House, N

Bannerman Street

On the premises on

Thursday, Oct. 9th

at 1 o'clock p.m.

that 2 1/2 storey Dwelling House 20 Bannerman Street; 24 ft. wide, contains 8 rooms and many improvements. The property spacious garden at the rear, containing about 100 feet near Cook Church. Unexpired term of years. Ground rent \$16.45 num. House vacant; times session given.

Also 1 Piano (suitable for just beginning to learn) good bargain. Key of premises upon application to

FRED. J. ROIL &

Auctioneers,

Smallwood Bldg., Duckworth

oct. 4, 7, 11